



الاتحاد الفلسطيني للهيئات المحلية
Association of Palestinian Local Authorities

This Project is Funded by



EUROPEAN UNION

REQUEST FOR PRICE QUOTATION (RFPQ)
Social Media Campaigns / Platforms Management

REFERENCE CODE: APLA/EU-MAAP/2022-09

Issue Date: 19th May 2022.

1. CONTACT PERSON AT APLA	
NAME:	Nadine Nakhleh
FUNCTION:	Communication Coordinator
ADRESS:	2 nd floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine
TEL. & FAX.:	+972 2 2960712 & +972 2 2960713
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2. OBJECTIVE OF THE REQUEST

APLA's background:

The Association of Palestinian Local Authorities (APLA) founded in 1997, APLA is an independent organization mandated to represent and lobby for the collective interests of Local Government Units (LGUs) by supporting capacity building among local governments, facilitating exchange of knowledge and best practices, and serving as vehicle for dialogue between the central government and LGUs. APLA is a semi-governmental nonprofit association that forms a comprehensive framework, which holds all the Palestinian local authorities and works for and with them, to provide better services for the Palestinian citizen by defending their rights, and representing them on all levels nationally, regionally, and internationally.

Project Brief:

APLA is implementing the project (APLA's Multiannual Action Plan - MAAP 2021-2025). This project is largely financed by the European Union, under the financing agreement (FA) ENI/ 2020/ 042-362 "support productive investment in Palestine" which signed between EU and the Palestinian Authority (PA). APLA signed a grant contract with the European Union (EU) on 12 December 2021 with total EU contribution of € 1.9 million to implement the project (APLA's Multiannual Action Plan (MAAP) 2021-2025. ENI/2021/425-904). This project has been designed to strengthen LGUs collaborations on service delivery and local participatory development, and improve contributions to territorial integration, particularly in Area C. Specific objectives of MAAP are aligned to APLA's strategic plan and aims to support the role of APLA as LGUs representative and dialogue partner with the Palestinian Authority, to support the role of the LGUs in the building process of future State of Palestine and to strengthen the institutional and operational capacities of APLA.

The Main Objective of The Assignment:

Under the guidance and supervision of APLA, and in full cooperation with APLA's Communication Coordinator, the company (Firm) will be responsible of managing APLA's social media platforms, this includes:

- (1) The development and production of multimedia content in order to increase media reach & visibility effectiveness
- (2) Developing and executing digital and social media campaigns.





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(3) Promoting selected posts and content to ensure the reach of the highest number of the targeted audiences and engage with them through different media channels.

APLA's social media platforms: (Facebook, YouTube, Twitter, LinkedIn)

Target Audiences:

- (1) APLA members (Palestinian Local Government Units (LGUs) including councilors and staff)
- (2) Local Partners (Ministries and Associations working with LGUs)
- (3) Palestinian Citizens.
- (4) Local and International partners.

The specific audiences will be selected based on the nature of each campaign.

In this regard, APLA intends to hire a company / firm to supply services of "Social Media Campaigns / Platforms Management" items as attached in Term of Reference, Annex (1).

3. INSTRUCTIONS

RECEPTION OF PRICE OFFERS	DATE:	DEADLINE: 3:00 PM, SUNDAY. 29 th May, 2022.
	PLACE:	2 nd floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine.
	DOCUMENTS AND ANNEXES TO BE SUBMITTED: <i>(ORIGINAL FINANCIAL OFFER & OTHER REQUESTED DOCUMENTS HAVE TO BE SUBMITTED IN ONE SEALED ENVELOPE IN HAND TO APLA'S OFFICE AT THE INDICATED ADDRESS)</i>	1- ANNEX (1): Signed Term of Reference (ToR). 2- ANNEX (2): Financial Offer. 3- Filled & Signed RFPQ (Sign all papers). 4- Company profile. 5- Valid source of deduction.
VALIDITY PERIOD OF THE PRICE OFFER:		30 days after the submission date of the price offer.

4. TECHNICAL SPECIFICATIONS

Selections and Awarding Criteria

The firm has to submit the followings:

1. Company profile highlighting the qualifications and relevant experience in similar service.
 - At least 3 years of practical experience in relevant field.
 - Samples of similar work with other firms or institutions.

Awarding criteria

The selection of the firm will be based on both Technical and financial evaluation:

- A. Technical Evaluation 50%
- B. Financial Evaluation 50%





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The firm has to take the following points in to consideration:

1. **Payment:** The total cost of the assignment will be paid in two payments, 1st payment (50% of the total cost) after 3 months, 2nd payment will be paid upon the completion of the work.
2. The duration for the assignment is 6 months, starting from the date of signing the purchase order/ contract.
3. **One cost item is requested to be filled, the firm shall fill the price per month, and the total price for the whole period of the assignment.**
4. Filled price offer should be in Euro currency (Euro).
5. Filled prices should be excluding vat (VAT- Exempted).
6. **A zero VAT invoice** will be requested to process the payment.

5. DELIVERY/ PERFORMANCE ADDRESS

ADDRESS:	2 nd floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine الطابق الثاني - بناية صفا - 10 شارع جبرا الانقر - المصيون - رام الله / فلسطين
CONTACT INFORMATION:	NAME: Lina Abu Obaid.
	FUNCTION: Administrative Assistant.
	TEL: 02-2960712.
	MOBILE PHONE: 0594398424.
	E- MAIL: info@apla.ps

6. PRICE OFFERS SUBMISSION DEADLINE

Deadline of submission bids: 3:00 PM., Sunday. 29th June, 2022

7. IDENTIFICATION OF THE FIRM / COMPANY

Last name, first name (Authorized Signatories)	
Telephone number and Fax number	
Registration number	
E- Mail address	
Account number of Payment PLEASE, attach full Bank Info for EURO Iban Number under the name of Company as stated at the Bank:	





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Firm / Company Declaration:

By submitting this Price Offer, The firm/company declares renouncing his own (sales) conditions and commits to performing this order in accordance with the provisions of the specific requested purchase conditions attached within ToR and for the price offered.

Price quotations will be in EURO, Price quotations are excluding VAT (VAT-Exempted).

In accordance with the specific conditions attached to this document, applicable law for this contract/ assignment is the Palestinian Law.

Certified true and sincere,
Signature of the Vendor

Date: / 05 /2022.

FAO

EXECUTIVE DIRECTOR

Diana Jadallah

Abdallah Anati





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Annex 1: TOR

Social Media Campaigns / Platforms Management

Reference Code: APLA/EU-MAAP/2022-09

1. Background

The Association of Palestinian Local Authorities (APLA) founded in 1997, APLA is an independent organization mandated to represent and lobby for the collective interests of Local Government Units (LGUs) by supporting capacity building among local governments, facilitating exchange of knowledge and best practices, and serving as vehicle for dialogue between the central government and LGUs. APLA is a semi-governmental nonprofit association that forms a comprehensive framework, which holds all the Palestinian local authorities and works for and with them, to provide better services for the Palestinian citizen by defending their rights, and representing them on all levels nationally, regionally, and internationally.

APLA is implementing the project (APLA's Multiannual Action Plan - MAAP 2021-2025). This project is largely financed by the European Union, under the financing agreement (FA) ENI/ 2020/ 042-362 "support productive investment in Palestine" which signed between EU and the Palestinian Authority (PA). APLA signed a grant contract with the European Union (EU) on 12 December 2021 with total EU contribution of € 1.9 million to implement the project (APLA's Multiannual Action Plan (MAAP) 2021-2025. ENI/2021/425-904) This project has been designed to strengthen LGUs collaborations on service delivery and local participatory development, and improve contributions to territorial integration, particularly in Area C. Specific objectives of MAAP are aligned to APLA's strategic plan and aims to support the role of APLA as LGUs representative and dialogue partner with the Palestinian Authority, to support the role of the LGUs in the building process of future State of Palestine.

2. Objective of the assignment:

The assignment aims basically to contract a company/ firm to manage APLA's social media platforms for the period of 6 months. The firm shall achieve the targets as described later in the scope of services. These services include:

- Managing APLA's Facebook Page, including designing and promoting selected post.
- Posting on APLA's YouTube Channel and promoting selected videos.
- Managing and promoting APLA's LinkedIn Account.
- Developing APLA's Twitter Account Performance.

Specific Objectives of the assignment include:

1. Enhance the visibility of the APLA locally & internationally towards various audiences.
2. Raise awareness about APLA.
3. Regular posting and promoting for APLA's latest news, updates, campaigns, etc....
4. Building and managing an interactive community and fan base amongst APLA's Digital channels & managing all community activities.

The company/ firm shall provide these social media management services taking into consideration the followings:

- Monitor the performance and progress of all the official social media accounts
- Increase the followers and engagement of APLA social media page.
- Proactively create editorial content (stories, photos, advocacy images, contests, campaigns, infographics, etc.).
- Prepare social media packs for flagship events, initiatives, campaigns.





- Development of user-generated content (polls ideas, interactive stories, interactive social media posts)
- Actively engage with online audiences through social media channels.
- Monthly reports on levels of reach, clicks and engagement rates.
- Promote selected media productions over different platforms, (YouTube Ads, Google Ads, Facebook and LinkedIn Ads, Twitter Ads).

3. General Requirements and Technical Specifications:

3.1 General Requirements:

- All tendered items MUST comply with the required specifications.
- The tendering firm / company MUST attach or refer to Samples for a similar previous work.
- All supplies and related services should be according to pre-approved samples and under fully supervision and cooperation with APLA before starting the execution of the action.

3.2 Technical Specifications:

The required technical specifications for each item in this RFPQ include the main points that each item must hit to be within the accepted ones. The minimum accepted targets to be reached are described in the scope services.

The period of the implementation is 6 months. The firm shall submit a monthly report clarifying the results of the management of each social media platform.

The Key performance indicators (KPIs) include:

- 1- Creating original pieces of content for APLA's digital channels with high resolution graphics as needed per the content which will be provided from APLA based on monthly basis.
- 2- Fully Managing and publishing posts and latest social updates of APLA amongst APLA's digital channels regularly.
- 3- Managing all required paid campaigns amongst APLA's Selected channels.
- 4- Achieve the metrics for each digital channel as indicated in the scope of services below.

4. Scope of Services:

To proceed with the process of mentioned activities, APLA invites you to submit your offer in EURO currency for implementing below tasks:

Task	Description
<p><u>Task 1: Manage APLA's social media platforms.</u></p>	<p><u>On monthly basis, the following targets shall be achieved:</u></p> <p><u>Facebook page:</u></p> <ul style="list-style-type: none"> - Create monthly Facebook calendar - in coordination with APLA - Design 4 different posts (800*800 pixels). - Promote APLA's Facebook page and posts. - New page followers: 2000 new likes/ followers. - Page and posts reach & engagements: 200,000 reaches. <p><u>YouTube channel:</u></p> <ul style="list-style-type: none"> - Post and promote 2 videos (produced by APLA). - Channel and videos reach: 100,000 reaches. - Videos views: 50,000 views.





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LinkedIn:

- Publish and promote 4 posts.
- Increase Impressions by: 10,000 impressions.

Twitter:

- 1 campaign promotion (The campaign is designed by APLA).
- Impressions to the campaign (Twitter metrics): 20,000 impressions.

5- Deliverables

Task	Deliverables	Due Date
Task One	<u>On monthly basis:</u> a report for each social media channel illustrating the achieved targets.	Monthly

6- Other Terms / Conditions (Please, Read Carefully)

- Remuneration: The firm / company will be remunerated in two payments, 1st payment (50% of the total cost) after 3 months, 2nd (final) payment will be paid upon the completion of the work.
- The final remuneration for the firm / company will be following its submitted financial offer concerning each item, all quantities should be delivered on time, otherwise APLA will consider the firm / company failed in executing the action.
- There will be **NO** extra compensation for any extra specifications than the demanded ones.
- The firm / company should submit Annex 2 of this document (filled, signed and stamped) in the sealed offer envelope with the bidding documents.
- The 'outputs' of the assignment will be considered as "deliverables" upon the approval by APLA.
- The firm / company shall ensure close cooperation and coordination with APLA
- Any other costs required in implementing the assignment is the responsibility of the tender winner.
- All submitted papers should be signed and stamped too.

Documents to be submitted (One envelope):

- 1- ANNEX (1): Signed Term of Reference (ToR).
- 2- ANNEX (2): Financial Offer.
- 3- Filled & Signed RFPQ (Sign all papers).
- 4- Company profile.
- 5- Valid source of deduction.

7





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ANNEX 2: FINANCIAL OFFER

"Please note to fill the unit price, total price and total in words for each requested item":

Description/ Activity	Unit	Quantity	Unit Price In EURO (Per Month)	Total Price in EURO (for 6 months)
1- Manage APLA's social media platforms	Month	6		
Total amount in letters for item (1):				
GRAND TOTAL (EURO) in Numbers				
GRAND TOTAL (EURO) in Words				

Signature of the Vendor

Date: /05/2022.

